

COLLEGE RADIO CORPORATION
Columbus 16, Ohio

October 19th, 1953

Dear Station Manager:

We're happy to advise you that the RCA University Classical Music Program Series is being extended to your station. You will recall that under this program plan your station will be supplied with a basic library of RCA LP's (with more records to be added periodically thru the year), in return for which you agree to schedule an hour broadcast each day, five days a week, featuring RCA selections exclusively and providing simple record credits to RCA Victor.

Enclosed herewith you will find two copies of the contract covering this series and a sheet listing the required credit announcements to be used on the air (plus additional optional announcements you may use if you so desire). Please read over the contract fully and carefully, and don't hesitate to inquire if there are any points about which you would like explanation.

In paragraph two of the contract, fill in the time of day at which you will schedule these programs, and circle the days of the week on which they will normally be broadcast.

As indicated in paragraph seven, we reserve the right to solicit national sponsors for all or any part of these programs, in the usual course of our activities as national sales representatives for the Intercollegiate Broadcasting System. The usual IBS schedule of rates, discounts and commissions will govern our quotations for facilities.

The manager or program manager of your station should sign each copy of the contract, and his signature must be witnessed by someone over 21 years of age (preferably the faculty advisor), who should sign on the line marked "signature of witness." Please return one copy of the contract to us immediately.

RCA hopes to make shipment to you of the basic library (by express from Indianapolis) so that you will receive it between the 8th and 15th of November. We will forward to you, before the 15th, the broadcast report forms you will be asked to use and the envelopes for mailing them. As soon as it is available, we will also provide you with a timing index showing the duration of each selection.

We hope you will find the RCA University Classics Library an addition to your facilities you will find of value for many years to come, and are happy to welcome you to the group of stations participating in the RCA Series.

Sincerely yours,

Enc.

COLLEGE RADIO CORPORATION

